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MULTIPLE ACCESS

General Computer Corporation LIMITED

# *The Enrichment of People's Lives*

from an address by *Robert H. Parker*, president

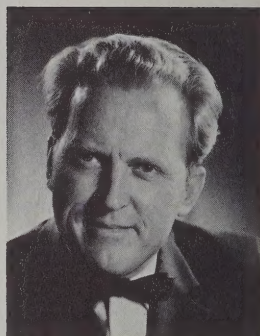
*including*

## *Interim Report*

for the six months ended September 30, 1969

# The Enrichment of People's Lives

*from an address by Robert H. Parker, president, on the occasion of the official opening of the Offices and Data Centre of Multiple Access General Computer Corporation Limited, October 29th, 1969*



WE have not asked you to be with us today in order to show off an assembly of sophisticated machines. They are here, of course, and we certainly love them dearly, but it is difficult to sustain any kind of personal, emotional or intellectual involvement with mere marvels of electronic wizardry unless, of course, their anatomy happens to be your special field of study and endeavour.

If, around the year 1442 or so, Johann Gutenberg and his associates in Mainz had held an open house to mark their achievement of a method of printing from moveable type, we might safely assume that next to nothing would have been said about the technicalities involved. What really mattered was the application of that equipment to the communication needs and problems of the period, a process which has been in full swing ever since—and is still with us today.

By way of another illustration, I imagine that most of you at one time or another have been guests at one of the radio stations, or at a television studio. There you found yourselves surrounded by every manner of intricate and complex equipment. All very wonderful—and all most necessary—in its place. But not of true significance.

What alone matters to most of us is what that station or that TV studio broadcasts . . . not how the phenomenon of transmission is achieved.

Computers, similar to the printing press, the radio and TV transmitter, the telephone, the film camera or, for that matter, your stereo console at home, are simply instruments!

They are instruments of memory and of incredibly rapid enquiry . . .

Instruments of detailed analysis of processes and phenomena which have hitherto defied such examination . . .

Instruments of calculation and tabulation, restoring within seconds law, order and discipline to masses of rebellious data . . .

Instruments of selection, sifting grains from chaff with great rapidity.

The point is that computers are simply instruments. It is the hand that wields these instruments and the minds that command those hands that are important and capable of great and constructive contributions to our Canadian society.

We hope, of course, that the minds that command those hands may be yours. The hands are ours . . . yours to command!

Just as the evolution of musical instruments has, down the centuries, profoundly changed the type of music written by composers, so also has the evolution of data pro-



cessing machines brought with it a total new awareness of whole vast provinces of now-possible enquiry.

We can – and do – tackle statistical and other business tasks today which were simply not thought of, or even feasible, in the past.

We can – and do – provide management with material for decisions which earlier generations of executives had no means of making. They did not know . . . nor had the means to know . . . that such material was attainable.

The machines which you will see here this afternoon are incredibly versatile and quite capable of pointing out all manner of management problems before such items have even been diagnosed in the boardroom or shown up on your sales graphs.

However, computers do not use crystal balls for their projections, nor can their answers to your queries be suspected of “wanting to please”. *We have no yes-machines here!*

What happens is that your electronic servants look further and much deeper much faster.

Today, there is a growing awareness that the advent of the computer means more work, and not less, for the manager. Computers expand the manager’s responsibility, rather than shrink it. The computer cannot supply the *quality* of judgement – and it is this quality which will be even more urgently needed as the pace of life and change in our society accelerates.

While man supplies the quality of judgement, the machine brains of the computer will help him to cope with the mounting and accelerating pace of our era through its speed, high accuracy and virtually unlimited memory.

I feel that what I have said so far, and the distinction I have attempted to make between machines and men, may help us to realize the true benefit which the science of electronics has conferred on us.

That benefit, as I see it, is the new and challenging freedom from routine procedures, the new and even more challenging revelation of what precisely has been going on in our very own affairs, and the opportunity, which our fathers did not have, to put that new knowledge to work in the service of the community.

Success or failure of the service we offer depends from beginning to end on PEOPLE.

General Computer Corporation was conceived by PEOPLE;

Opportunities for its service were assessed by PEOPLE;

Organization of the company was planned and implemented by PEOPLE;

Financing had to be secured from PEOPLE;

Determination of the most suitable equipment was decided by PEOPLE;

Input to machines is programmed by PEOPLE;

Output from machines is used by PEOPLE.

And indeed, the final goal for all our efforts must be directed to the enrichment of people’s lives. Our constant hope and desire is that the final application of our work will always lead to the betterment of living standards for the individual and for his educational and cultural enhancement.

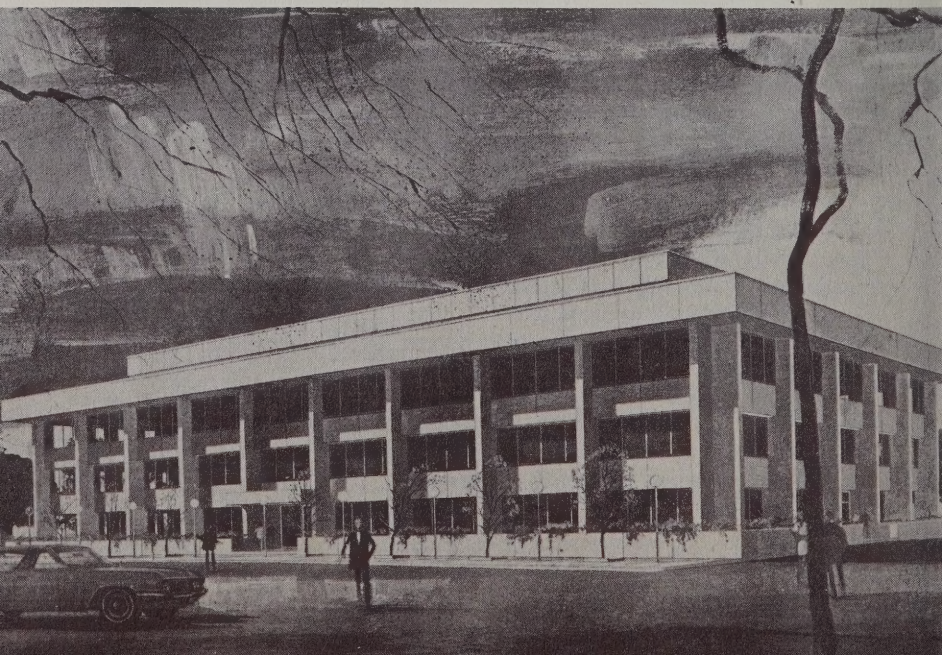
A group of outstanding talents has been assembled to form this company. We have men of diversified educational backgrounds and career experiences obtained from many

parts of the world. All of them have now come together to form imaginative, innovative and aggressive management and operational teams.

Aside from dedication to the company's philosophies and to the achievement of its short and long-term goals, the one unifying element is the total Canadian personality of our company. This does not mean that we shall exclude ourselves from the benefits of developments of all sorts which will occur anywhere in the world. On the contrary, in this fast moving, embryonic industry, obsolescence is almost the name of the game. So we must be constantly alert to new markets, techniques, new machines and new know-how.

Similarly, we intend to employ the best available brains to ensure our leadership and there will be no national barriers of our making to their recruitment. But men and machines will be geared to working in the Canadian social environment and to serving Canadian needs.

In conclusion, let me say that it is my firm belief that we shall be judged by the next generation by the extent and quality of our response to the opportunities for advancement now offered the Canadian industrial and business community through our facilities...





## President's Report to the Shareholders

THIS is your company's first report and, on behalf of the board of directors, I wish to welcome you as a shareholder of Multiple Access General Computer Corporation Limited.

During the first six months of its corporate life your company has made significant progress in all areas of activity. Management's efforts were directed towards three basic objectives: to secure the best possible human resources and to weld them into a viable and efficient business organization; to complete the installation of the most modern computer centre in Canada, and to put it to work; to launch a concentrated marketing drive aimed at an immediate utilization of computer facilities as they become operational.

I am pleased to report that all these objectives have been achieved and that your company is ready to put into practice its basic philosophy of "full service" and "responsibility for results".

The top and middle management team is now complete. The total number of employees stands at 77, nearly half of whom are in the marketing division.

Your management has been particularly successful in attracting high quality technical and sales personnel, a significant achievement in a most competitive talent market.

The installation of your company's two computers and all the ancillary equipment has now been completed. The combined capabilities of the giant CDC 6600 and the versatile CDC 3500 make the computer centre a unique and outstanding facility.

Test runs of all equipment are still continuing, parallel to the simultaneous processing of customers' work already under contract.

The centre will be run on the same principles of efficiency and control as applicable to a well-managed industrial plant.

You will be pleased to learn that due to strong marketing efforts, we are well ahead of projections in sales and have signed some 20 contracts to date. Operating revenue for the first six months of your company's corporate existence was small, but significant to the extent that our computer centre started producing revenue even before it was completed.

Income from corporate funds invested at favorable rates contributed \$194,716, reducing the loss for the initial six-month period to \$132,488, well below original projections.

After payment for equipment installed and contemplated, working capital will still be in excess of \$2.5 million, an amount deemed more than adequate to carry your company through its development period.

A separate consulting division was formed in August which will provide a problem-solving capability to be available as an additional customer service. This division is fully equipped to participate in all phases of development of computer-based systems.

Realizing the potential of the Montreal and Ottawa markets, your management has established offices equipped with terminal facilities in both these cities. Marketing for the province of Quebec and for Ottawa is directed from the Montreal branch. The Ottawa

office is staffed with senior consulting personnel capable of handling system and program needs of government and industry.

After careful evaluation, your company has made its first corporate acquisition. It has gained control of OCR Centres Limited (the initials stand for Optical Character Recognition), a company engaged in the conversion of typed documents to a form suitable for input to a digital computer. The source data entry service is forecast to become an important segment of the computer industry and OCR's current sales are in line with expectations. Your management estimates that this operation will become profitable early in 1970.

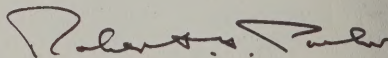
The second part of our first fiscal year ending on March 31, 1970, will be devoted to internal consolidation and to the build-up of revenue. Management's main effort will be directed towards intensified marketing of both consulting and data centre services with the objective of reaching a break-even cash flow point earlier than projected. A substantial number of application packages will be installed and marketed to users.

The large capacity of your company's computer installation allows management to plan sales well ahead into 1971 and 1972 and the development of markets outside eastern Canada.

We are confident that qualitatively we can meet the broad spectrum of needs of both present and potential customers. The company's professional and technical resources are deployed in a way which meets almost all requirements for product lines. This will enable us to cope successfully with any future demands of our customers for increasingly sophisticated services.

There is, in Canada, a rich and practically still-untapped market for computer services. The directors are confident that your company will play an important and profitable part in the development and growth of this market.

On behalf of the board,



ROBERT H. PARKER,  
*President.*

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# MULTIPLE ACCESS GENERAL COMPUTER CORPORATION LIMITED

## STATEMENT OF LOSS

FOR THE PERIOD FROM INCORPORATION MARCH 28, 1969 TO SEPTEMBER 30, 1969

(Unaudited)

Operating Revenue	\$ 6,555
Operating Expenses	
Administrative	76,234
Marketing	173,528
Operations	83,997
Total Operating Expenses (Note)	333,759
Operating Loss	327,204
Income from Short-Term Investments	194,716
Loss for the period	\$ 132,488

NOTE: The computer equipment was in the process of being installed at September 30, 1969; consequently no depreciation has been charged for the period.

## STATEMENT OF SOURCE AND APPLICATION OF FUNDS

FOR THE PERIOD FROM INCORPORATION MARCH 28, 1969 TO SEPTEMBER 30, 1969

(Unaudited)

Source of Funds	
Proceeds from issue of capital stock	\$14,202,013
Application of Funds	
Purchase of fixed assets	9,387,060
Development and organization expenses deferred	26,877
Financing expenses	107,462
Loss for the period	132,488
	9,653,887
Working Capital as at September 30, 1969	\$ 4,548,126

NOTE: It is expected that capital expenditures during the next six months will amount to approximately \$2,000,000.





MULTIPLE ACCESS

**General Computer Corporation** LIMITED

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